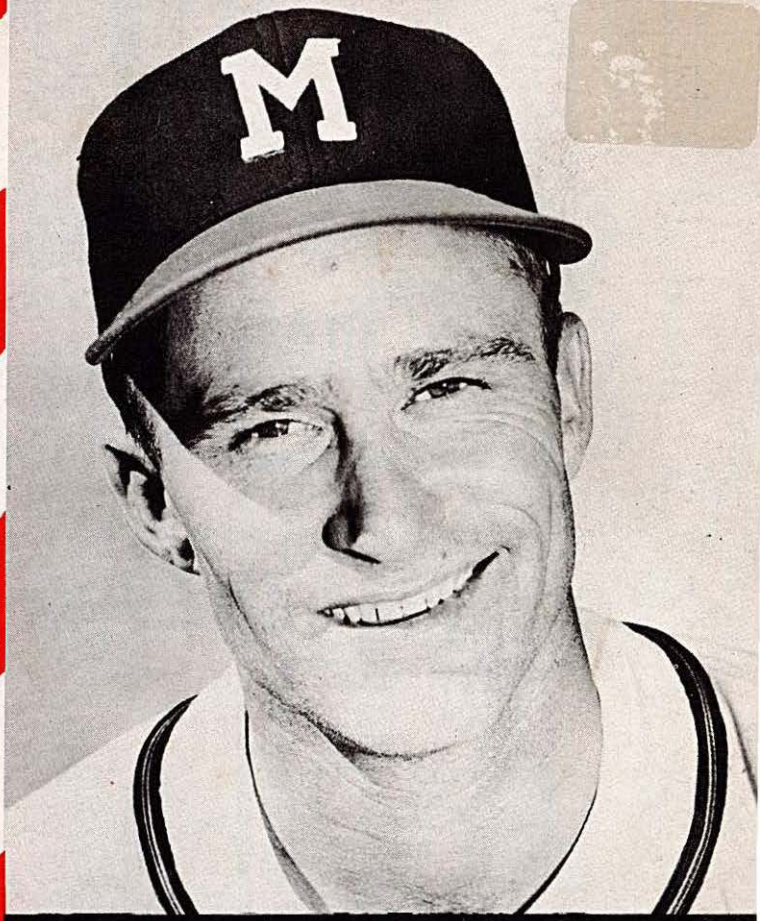
VISITORS GUIDE

to Bradenton

AND MANATEE COUNTY

March 15-May 1, 1958



EVENTS

ART

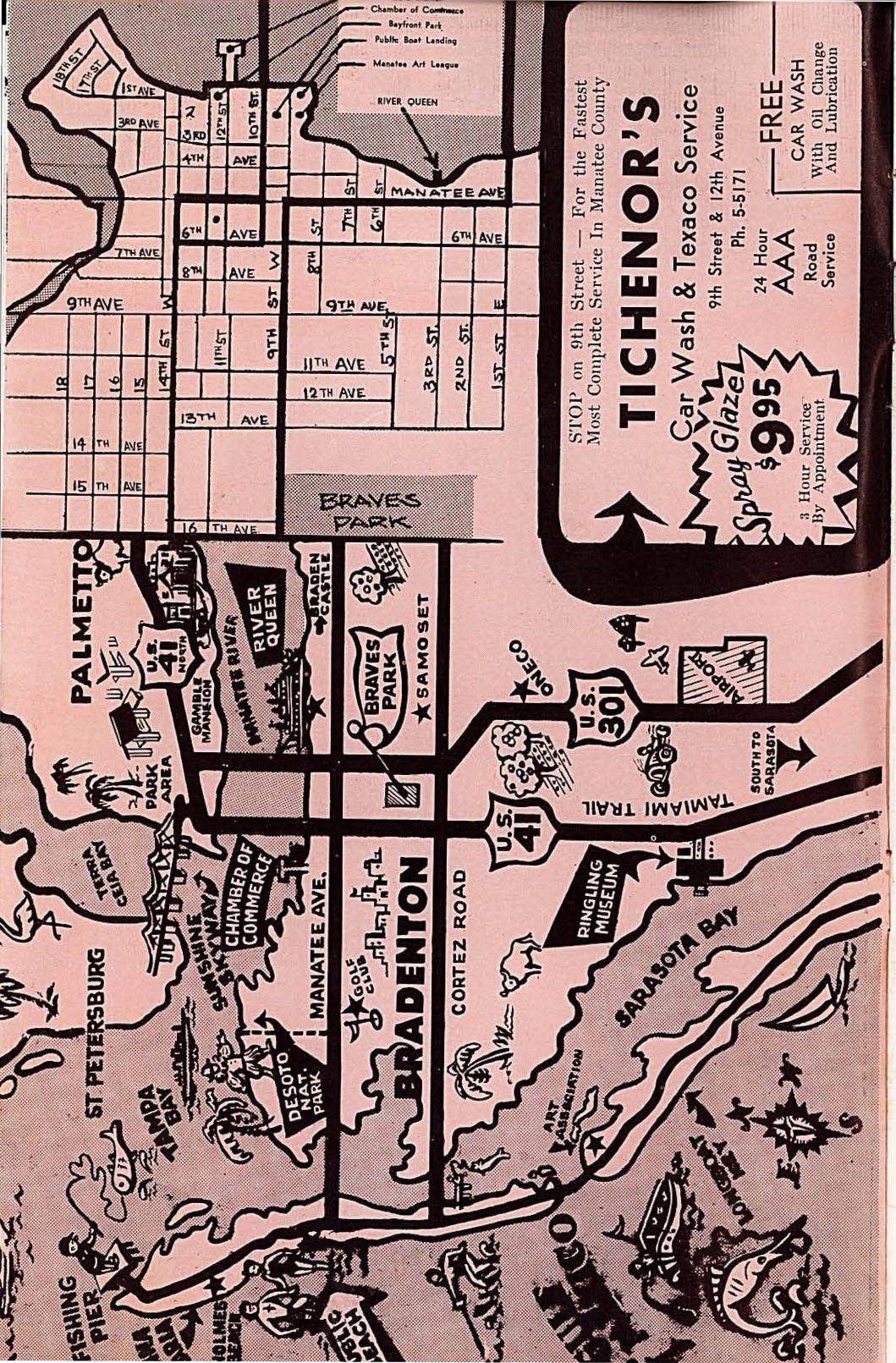
SPORTS

SHOWS

INFORMATION

HANDBOOK

WHERE TO GO MAP INSIDE COVER • CLUBS
SIGHTSEEING • CHURCHES • RESTAURANTS
SHOPS • ATTRACTIONS • FISHING GUIDE



VISITORS GUIDE to Bradenton

AND MANATEE COUNTY

WELCOME

to "The Friendly City of Better Living — Bradenton," where the natural beauty of more than seven miles of sparkling and spotless white sand Gulf beaches beckon you to surf bathing, where action packed waters are a challenge to your angling skill, where you'll find "everything under the sun" for your pleasure, for your retirement.

This booklet, *Compliments of Your Host in Bradenton, should make your* visit more enjoyable. Keep it with you while browsing through town and the surrounding area for its maps and ready reference to everything. Take it home or mail it at the end of your stay, so your friends will know about Bradenton.

MARCH 15 - MAY 15, 1958

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Cover: Lew Burdette, Baseball's Man Of The Year, with the Milwaukee Braves at Bradenton, Florida.

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The GLASS BLOWERS

SEE this 4000 year old fascinating educational art

DEMONSTRATED

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8 MILES SOUTH

ON U S 41

BE SURE TO SEE

HORN'S CARS of YESTERDAY

70 rare and early automobiles in a unique Gay Nineties setting.

Regular Half-Hour Shows in the

MUSIC BOX ARCADE

See and hear them play!

Open every day year 'round

8 mi. South on U.S. 41

ATTRACTIONS

THE RIVER QUEEN — Continuous guided tours through the last of the Mississippi packet boats. Daily 9 to 5. Restaurant and lounge open evenings from 5. Manatee River and 3rd Street West.

MILWAUKEE BRAVES — World Champion Milwaukee Braves make their Spring training grounds in Bradenton on Ninth Street West. Visitors may watch spring practices free of charge during February and early March. Spring games start March 9. Tentative prices for these games are $1.25 for seat in stands, $1 for bleacher seats.

SOUTH FLORIDA MUSEUM — Famed for unique exhibits, including "Baby Snoots," a live Manatee or sea cow, and the only one of her species that was born and has survived in captivity. Thousands of other exhibits. 8:30 a.m. and 4:45 p.m. daily. Adults 50 cents and children 25 cents. Memorial Pier.

THE GAMBLE MANSION — Contains a store of War Between the States relics treasures. Open daily except Mondays from 9:30 a.m. to 4:30 p.m. Admission 25 cents. No charge for accompanied children under 12.

CIRCUS HALL OF FAME — Grand new museum of circus life, equipment, the old "specs" and lore, with continuous program including circus movies, puppet shows, guided tours. Open 9 to 5 daily, 10 to 5 on Sundays. 8 miles south on Highway 41.

GLASS BLOWERS — Watch freehand Bohemian glass blowing. Many beautiful and unique articles. No charge. 8 miles south on Highway 41.

HORNS CARS OF YESTERDAY — Completely restored antique automobiles in running condition. Unique and extensive collection in restored settings. Open daily 8:30 to 5:00 week days, Sunday 10 to 5. 8 miles south on US 41.

BRADEN CASTLE — In ruins for nearly half a century, the castle was constructed as a fort for the early settlers and withstood a number of Indian attacks in the 1800s. Part of the picturesque concrete walls are still standing. In East Bradenton.

DE SOTO NATIONAL MONUMENT — De Soto Point is the spot where De Soto is believed to have landed to begin his explorations on this continent. 25 acre park. Go west on Manatee Avenue to 75th Street and right to the Manatee River.

MANATEE PLAYERS — Bradenton's professional theater presents a half dozen plays during winter season. 102 12th Street West.

Bradenton

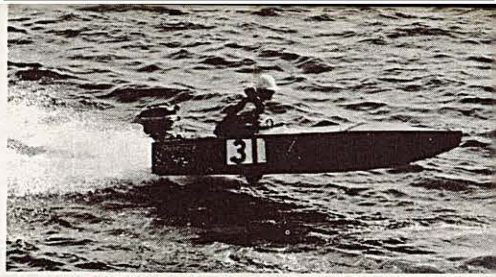
"WATER WONDERLAND"

From the time that Hernando De Soto first landed his Longboat in this area in 1539, people from all over America have seemed to follow in his discovery of a tropical paradise.

And many visitors, when they "find" this unusual community — like DeSoto — bring their boats with them! For Manatee County boasts the longest shoreline of any Florida County. Miles of interesting inland waterways, rivers and bayous, and it's choice location on the bay and the Inland Waterway, make it a "Mecca" for boating and fishing enthusiasts.

Over 350 varieties of fish inhabit these waters at one time of the year or another, making available almost any type of fishing to the ardent angler.

Combine boats fishing, the wonderful climate and the friendly people from all over America that have sought out this unusual community and you'll understand why Bradenton is situated in the fastest growing area in Florida.



Bradenton, on the inland waterway and with miles of sheltered bays and bayous, is a boating paradise. Manatee County has the longest shoreline of any county in Florida.

COKER

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VISITORS DIRECTORY

- **AAA**
1309 6th Avenue West, 6-1181.
- **AIR TAXI**
GULF COAST AIRWAYS, Holmes Beach Ph. 9-5381.
J & J AIRCRAFT, Bradenton-Sarasota Airport, Sarasota ELgin 5-6868.
- **AIRLINES**
NATIONAL AIRLINES, Bradenton-Sarasota Airport, 6-2169.
- **AUTO RENTAL**
WEST COAST CAR RENTAL, 300 10th Street West, 3-1182.
- **AUTO WASH & POLISH**
TICHENOR'S INC., 1201 9th Street West, 5-5171.
- **BEACHES**
MANATEE COUNTY PUBLIC BEACH, Anna Maria Island, 9-2221.
- **BEAUTY SHOP**
A CUT & CURL BEAUTY SHOP. 1422 14th Street W. Ph. 5-7011.
- **DRY CLEANERS**
1 HOUR BAYVIEW CLEANERS AND LAUNDRY, 819 17th Avenue West, 6-1896.
- **NEWSPAPERS**
BRADENTON HERALD, (PM), 401 13th Street West, 3-0411.
ST. PETERSBURG TIMES SUNCOAST EDITION, (AM), 1220 14th Street West, 3-0791.
- **RADIO STATIONS**
WTRL, 1490 KC. Indep.
WDRD, 1420, Indep.
- **SELF SERVICE LAUNDRY**
LAUNDROMAT, 1834 14th Street West, 6-9531.
- **STOCK BROKERS**
A. M. KIDDER, 436 12th Street West, 6-1161. New York Stock Exchange.
GOODBODY & CO., 419 12th Street West, 6-1123.
- **TAXICABS**
VETERANS CAB SERVICE, 512 13th Street West, 4-3691.
DON'S TAXI, 830 Manatee Avenue East, 4-3731.

Fly TO TAMPA

2 FLIGHTS DAILY

RESERVATIONS INFORMATION

Phone 9 5381

BRADENTON

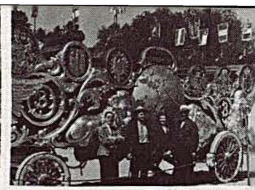
GULF COAST AIRWAYS

SCHEDULED AIR SERVICE

Famous Old "No 2" Bayfront Park

South Florida Museum

Picturesque Braden Castle



Circus Hall Of Fame Arena

SIGHTSEEING

SIDELIGHTS, March & April, 1958

Write or call radio station WTRL for free tickets to the delightful ladies program "Breakfast with the Queen" aboard the sternwheeler River Queen daily from 10 to 10:30 A.M. Master of Ceremonies Dick Doty.

One of the finest and most complete collections of Indian relics in the country will be found at the South Florida Museum, located at Memorial Pier in the Municipal Pier Building. There you'll also see the only live Sea Cow or "Manatee" ever born and alive in captivity and some wonderful shell collections.

South of Bradenton 8 miles you'll find a whole "center" of "don't miss" items. Horn's Cars of Yesterday — 70 famous models all in perfect running condition. Ride in one — and see and hear an unusual collection of player pianos and automatic music boxes of the by-gone years.

There youll also find the Circus Hall of Fame, brand new half-million dollar monument to the Circus, past and present. A kaledioscopic museum of circus gear and circus greats, it features continuous entertainment.

Also nearby, you'll find the famous Ringling Museum of Art and Ringling Home. Art Treasures belonging to the circus magnate worth $20 million include the finest collection of Rubens in existence.

The Glass Blowers, also in this area south of Bradenton on US 41, where you'll watch freehand Bohemian glass blowing and shop for some unusual gifts made before your eyes. No charge.

If you're interested in trailer living, talk with some of the residents of the largest trailer park in the world. Located at 14th Street West, the Bradenton Trailer Park houses 1187 lots.

At Waterfront Park, also near the City Pier, one of the very few wood-burning locomotives left in the United States is on permanent display.

Braden Castle, one of the pioneer mansions, has been in ruins for nearly half a century. Located in East Bradenton.

The largest of the Florida State parks,

(*Continued on page* 17)

CIRCUS HALL OF FAME

South U.S. 41 opposite Airport

The Greatest Show On Earth

Featuring Count Roberto de Vasconcellos World famous Dressage Rider

Director — Producer

Daily Performances 11:30 and 3:30

Saturday 11:30 - 3:30 - 8 P.M.

Sunday 3:00 P.M.

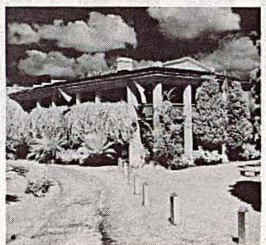
All Shows - Rain or Shine

Saturday night is circus night

Hourly Conducted tours . . . Puppet Shows

Interesting Art of Glass Blowing

Historic old Gamble Mansion



Horn's Cars of Yesterday

Tops in sport fishing year round

Some of the finest white sand beaches in the world are found on the keys and beaches nearby Bradenton.

Bill and Bob Photo

DISLIKE WRITING LETTERS? . . .

. . . just place a three cent stamp and address on the back cover and mail this copy home at the end of your stay.

SPORTS

Golf —

BRADENTON COUNTRY CLUB, 18-hole golf course, Length 6,289 yards, par 72. 4646 9th Avenue West.

PAR 3 GOLF CLUB (unique short course) lighted until 11 p.m., south of Bradenton on Highway 41. Also driving range.

JIMMY LENTZ GOLF DRIVING RANGE, three miles south on Highway 41.

SWIMMING — Manatee County Public Beach and Anna Maria City Pier, both on Anna Maria Island.

FLYING — J & J Aircraft, rentals and sightseeing trips. Bradenton-Sarasota Airport. South on Highway 41.

BOWLING — Bradenton Bowling Center, 717 Manatee Avenue West.

SHUFFLEBOARD — Bradenton Shuffleboard Club, has 46 courts and 1,080 members. 1525 8th Avenue West.

DOG RACING — Sarasota Kennel Club has racing every night except Sunday beginning Feb. 17 through March 3. First race at 8:10 p.m., matinees Wednesdays and Saturdays starting at 2 p.m. Old Bradenton Road and De Soto Road, South of Bradenton.

RAIN or SHINE

DOG RACING

NOW!

Thru JUNE 3

NIGHTLY
EXCEPT SUNDAY
MATINEES WED. & SAT.

SORRY NO MINORS

SARASOTA
KENNEL CLUB JERRY COLLINS GEN. MGR.
OLD BRADENTON ROAD

FISHING

Fishing, particularly tarpon fishing, nowadays draws fishing boats to Bradenton from up and down the state's West Coast — and fishermen from all over the world.

When the records are turned in for the annual Jaycee Tarpon Roundup, it is no surprise to Bradenton fishermen to learn the biggest tarpon are often hooked in the Manatee River. And when the season is right, there are no bigger, or scrappier fish found anywhere.

While fishing is good all year round, there are certain seasons better than others: king fish and mackerel are especially good in March, April, October and November; Blue Fish in March and April; Tarpon in May, June, July and August; trout, snook, redfish, snapper, grouper and sheephead — anytime.

The angler who likes to cast or troll in a quiet river and catch snook really enjoys the best fishing. It is undoubtedly the biggest fishing thrill in Florida.

Heavily built and powerful, snook average from 10 to 30 pounds. In shape and size they resemble the northern muskie, of which they are close cousins.

In the Bradenton area, snook fishing water extends 20 miles or more up the river, according to the season and water level. The river, quite wide at Bradenton, narrows down to a hundred yards of deep water. Ten miles up stream the river banks are alternately wooded and banked with bluffs, with fish lurking in the quiet pools around every bend.

Second to the snook are the sea trout, fished on the grassy bottom of the lower river. Tampa Bay, and over about the adjacent islands at Bradenton Beach and Anna Maria.

Trout fishermen use rowboats and outboards exclusively, obtainable from boat rental services at the Bradenton Pier downtown, at Bradenton Beach on the south end of Anna Maria Island, at the Holmes Beach Yacht Club, also on the Island and just right of the Anna Maria Bridge, and at the Anna Maria City Pier near the north tip of the Island. Cost is about $1.50 a day, or $5 a day with motor.

Best bait is live shrimp or live chubs, both of which are available at all boat liveries. A set of maps of the Manatee River, Tampa Bay and all water areas within 50 miles of Bradenton are available for the newcomer, a service duplicated nowhere else in the fishing world.

Charter boats for deep-sea fishing fans are available at the Bradenton Pier downtown and at the many fishing camps on Anna Maria Island, particulrly at Cortez, a fishing village just east of the Island. Prices are anywhere from $5 a day and up.

Braves Field, Bradenton, is the winter home of the world champion Milwaukee Braves and the scene of training games March 8 through April 1.

The World Champion MILWAUKEE BRAVES Training Schedule

Braves Field, Bradenton
Game Time. 1:30 P.M.

15—Redlegs at Tampa
16—Yankees at St. Petersburg
17—Yankees at Bradenton
18—Open
19—Tigers at Lakeland
20—Redlegs at Bradenton
21—White Sox at Bradenton
22—Red Sox at Bradenton
23—Pirates at Bradenton
24—Cardinals at St. Petersburg
25—Red Sox at Sarasota
26—Phillies at Clearwater
27—Open
28—White Sox at Tampa
29—Redlegs at Bradenton
30—Redlegs at Bradenton
31—Pirates at Fort Myers
April 1—Pirates at Bradenton

FREE FISHING

from pier, bridge, shore or our boats.

Most modern sports fishing resort on the coast
"Everything For The Fisherman"

TERRA MANA SPORTS CENTER

at old hump back bridge 2 miles west of Palmetto on 10th St. Phone 3-3833
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Expertly Mixed Cocktails
Open 7 Days A Week

Patio Bar
Directly on the Gulf
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Delicious Sandwiches
Package Goods
Ph. 9-2533
Bradenton Beach
2 Bl. South
Cortez Bridge

RESTAURANTS

ANCHORAGE CLUB — Featuring Italian food. (All you can eat, every Wednesday.) North point of Anna Maria city pier on Anna Maria Island. Tel. 9-9072.

BAMBOO LOUNGE — Choice aged steaks, southern fried chicken, golden fried shrimp. At intersection of highways 41 and 19, 2 miles north of Palmetto. Tel. 3-8674.

BEIRO'S — Authentic Spanish cuisine and American food. 1404 14th Street West. Tel. 6-1818.

DIXIE GRANDE CAFETERIA — Specialized in Sunday dinners, cafeteria style. Situated at 6th Avenue and 13th Street West.

GULF TERRACE — Excellent dining and the famous "Lazy Susan." Bar & lounge. Directly on the Gulf. 2 Blocks South of Cortez Bridge at Bradenton Beach.

HOLDGRAF'S — Strictly a steak house. Open 5:00 p.m. until midnight. Cocktail Lounge. 2427 14th Street West. Tel. 4-9371.

HOLMES BEACH YACHT CLUB — Located on Anna Maria Island on Gulf Drive a few blocks north of the Anna Maria Bridge. The Club features sirloin steaks and fried chicken at $1.95. Tel. 9-2574.

MARINE ROOM — A seafood specialty restaurant on Palmetto Pier, jutting out into the Manatee River, Palmetto.

MIRA MAR — One block north of Cortez Bridge on Anna Maria Island. Specializes in shrimp and chicken in the basket.

SABINE'S FROSTCATESSEN — America's first quick freeze restaurant, famed for butterfly tenderloins. 3806 14th Street West.

TIN'S CHINESE KITCHEN — Famed Chinese food. 3420 14th Street West. Tel. 3-7112.

THE COUNTRY INN — Country food served family style. Open nightly except Monday. On Highway 301, just South of Oneco. Tel. 5-0971.

STEVE'S LOUNGE — 2702 14th St. W. (U.S. 41). Dining Room and cocktail lounge. Specializing in Piaza (take-out orders too).

ZINN'S RESTAURANT. South Trail (US 41) opposite airport. One of the South's finest restaurants. Specialty: Steaks and Seafood. Dinner Music, Mrs. Zinn at the organ. EL 5-9181.

TAKE-OUT ORDERS
Ph. 6-9448

STEVE'S
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On U.S. 41 — 2702 - 14th St. W.
Specializing in Thin-Crusted
PIZZA PIE
Kitchen Open 4 p.m. till Closing
Your Favorite Cocktail • Drinks at Popular Prices

The popular Metronome trio, now playing for your entertainment and dancing at the Anchorage, Anna Maria Pier.

The Three Twins, recent Arthur Godfrey winners, now appearing at the Holiday House, U.S. 301 South.

MARCH & APRIL, 1958

Aboard the glamorous movie star the "River Queen" anchored on the river at Manatee and Third, Steamboat Billy Dawson holds forth at the organ in the midst of the gay nineties splendor of the main dining salon deck and cocktail lounge. Don't miss this unusual opportunity for excellent dining and entertainment and a chance to see the sternwheeler.

(Breakfast aboard the "Queen" too, every morning on a radio participation show which is a lot of fun. Call radio station WTRL for free tickets for the 10 A.M. breakfast.)

You won't want to miss the hilarious entertainment in store for you at the Anchorage, at the foot of Anna Maria pier, Anna Maria. Three talented and zany instrumentalists and vocalists, the Metronomes will provide you with some rare entertainment — pantomimes, vocals and instrumentals, in a setting made for plenty of fun. Every once and a while they calm down and provide dancing music, too! Don't miss them.

At the Holiday House, US 301 South, direct from winning the Arthur Godfrey talent show and engagements in Chicago and Reno, the Three Twins will be entertaining nightly. Together eleven years, this unusual group boasts a master's degree in music for each man, and you're sure to enjoy their music and comedy routines. Definitely some of the best talent and vocals you'll hear for a long time. Ask for "the bells" and "Steam Heat."

Also Tommy Williams, "Man of 1,000 Songs" in the Show Bar and Sorrento-Sportsman's Rooms, Holiday House.

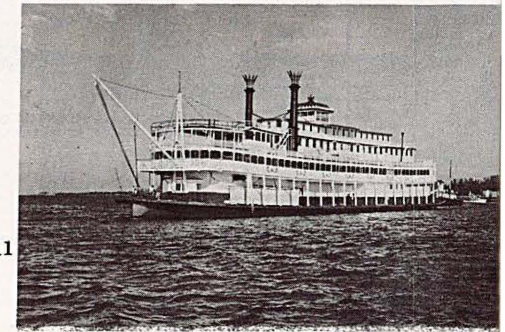
Also South 8 miles on US 41, Zinn's restaurant boasts a brand new and beautiful waterfall dining room. With a tradition of years of excellent dining and Mrs. Zinn and Ray on the piano and organ in the dining rooms (and Billy mixing your favorite drinks in the lounge) you'll be glad you've discovered this Bradenton favorite.

Over the weekend, on Anna Maria, the Elmer Shobo Trio will be featured at the Sandbar, Friday and Saturday evenings.

Saturday and Sunday, organist Bill Churchill will appear at the Holmes Beach Yacht Club.

Steamboat Billy Dawson at the organ RIVER QUEEN

The famous and glamorous sternwheeler "River Queen", Hollywood star now permanently anchored at Manatee and Third on the river. Continuous guided tours. Restaurant and cocktail lounge opens at 5 P.M.



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WHOLESALE — RETAIL
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UNUSUAL HANDMADE JEWELRY & DECORATED BAGS

Shop Hours: Weekdays: 9 to 5, Saturday: 9 till noon. Closed Sunday

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LESSONS
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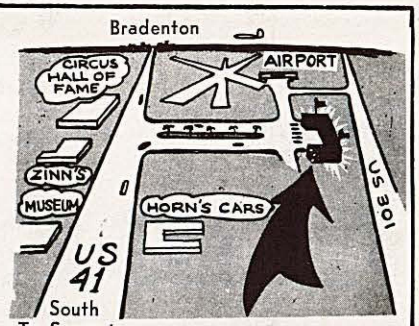


INTERESTING INFORMATION ON BRADENTON SHELLS

ROUGH SCALLOP
Red, orange, yellow; the latter the most rare. Up to 1½ in. across. Abundant throughout Sarasota area.

LARGE OR BROWN COCKLE
Ivory color, spotted with red and brown. Up to 5 inches. Collect some for edging your flower borders.

COQUINA
All colors and in stripes or plaid color combinations. Up to ¾ in. Gather these live at low tide for delicious chowder made from their broth.

SPINY PERIWINKLE
Light blue; inside light brown, beaded surface. Up to ¾ inch. Found on Lido Beach in line left by receding tide.

LEFT HANDED WELK
Smaller shells creamy, streaked brown; larger ones, bleached out white. Up to 10 in. Numerous on Longboat Key.

FIGHTING CONCH
Tan with brown, inside pink to purple, smooth surface. Up to four inches. Easy to get at Point O' Rocks Beach.

OLIVE SHELL
Glazed surface, white with zig-zag pattern in spiral. Up to 2 in. Frequently found at Sarasota Beach on Siesta Key.

AUGER SHELLS
Grey, lavender, tan or brown varieties. Sharp point, beaded surface. Up to 2 in. In small shell piles on Crescent Beach.

Le Ann's TROPICAL TOGS

ISLAND SHOPPING CENTER Holmes Beach

- Bathing Suits
- Men's Beach Wear
- Dresses
- Sports Wear
- Lingerie

Grace Campbell Irene Cassady

SHELL EARRINGS WHOLESALE

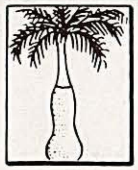
Worlds Largest Selection Alligator Bags

EVERYTHING IN THE SOUVENIR LINE

SEA HORSE GIFTS

Foot of Green Bridge, Palmetto

INFORMATION PALMS



ROYAL PALM
Smooth grey, bulging trunk with bright green leaf shaft above. Dark green feather-leaved fronds. The native variety is Roystonea floridana. Up to 100 ft.

QUEEN PALM or Cocos Plumosa, feather - leaved palm most popular in Central Florida. Distinguished from the Royal by dried brown leaf shafts. Arecastrum romanzoffianum. Brazil. Up to 40 ft.

WASHINGTON PALM
Slender trunk for its great height with matted grey beard of old fronds. Fan-leaved with thorns on both sides of leaf stalk. Washingtonia robusta. Mexico. Up to 100 ft.

COCONUT PALM
Smooth leaning trunk 1 to 2 feet in diameter quite swollen at the base. Feather-leaved fronds from 12 to 18 ft. long. Fruit in clusters of 12 to 20. Native Up to 100 ft.

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TOP VALUE STAMPS

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Stroll through our delightful citrus groves. See our Packing House in operation. Purchase delicious tree-ripened fruit for yourself or for shipping — an unusual assortment of marmalades, candied fruits, nuts.

We specialize in gift boxes. All fruit picked, packed and shipped the same day. To order by mail write Rt. 3, Box 100.

Pick up fruit in bags on your way north.

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Distributor For Toni Glazes
Call 5-2603

ORGANIZATIONS

AMERICAN LEGION — Kirby Post No. 24, 1st and 3rd Thursdays, 8 p.m. 6th Avenue and 13th Street West.

CIVITAN CLUB — Each Tuesday, 12:15 p.m., Manatee River Hotel, 309 10th Street West.

KIWANIS CLUB — Each Tuesday, 12:15 p.m., Kiwanis Hall, 14th Street and 21st Avenue West.

LIONS CLUB — Each Tuesday, 7 p.m., Saracco's Restaurant, 1109 4th Avenue West.

MASONS — 1st and 3rd Tuesdays, 8 p.m., Masonic Temple, 814 12th Street West.

MOOSE LODGE — Each Thursday, 7:30 p.m., Moose Lodge, 3000 block 9th Street West.

ROTARY CLUB — Each Monday, 12:15 p.m., Kiwanis Hall, 14th Street and 21st Avenue West.

SHRINE CLUB — Each Friday, 12:15 p.m., Beiro's Restaurant, 14th Street and 13th Avenue West.

VFW — 2nd and 4th Thursdays, 8 p.m., 12th Street and 15th Avenue, Palmetto.

WOMAN'S CLUB — 1st and 3rd Fridays, Woman's Club, 1705 Manatee Avenue West.

The new Sunshine Skyway, connecting St. Petersburg and Manatee County, is one of the longest bridges in the country and a "must" for Florida sightseers.

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INFORMATION WATER BIRDS

EASTERN BROWN PELICAN
Flies with head hunched on shoulders. Glides, flaps wings, then glides, often very low over water. White about head and neck; up to 6 1-2 ft. wingspread.

GREAT BLUE HERON
Flies with neck folded and legs extended. Blue-grey in color; stands 4 feet tall. Breeds along Gulf Coast.

AMERICAN EGRET
Distinguished from similar species by yellow bill with black legs and feet. This large Heron (37-40 inches) has snowy-white plumage.

WHITE PELICAN
White with blank wing tips, yellow throat pouch. Largest pelican, with 9 ft. wing spread. Migrates to Gulf Coast in the winter.

The famous and glamorous sternwheeler "River Queen", Hollywood star now permanently anchored at Manatee and Third on the river. Continuous guided tours. Restaurant and cocktail lounge opens at 5 P.M.

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On Sarasota Bay between Sarasota and Bradenton on US 41 (Tamiami Trail).

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REAL ESTATE

CLIMATE AND LIVING CONDITIONS:
Cooled in the summer and warmed in the winter by the prevailing westerly breezes from the "temperate reservoir" of the tropical Gulf waters, the west coast of Florida has an ideal stable temperature.

Even those who are retired are active in so many things in civic and community work, small business, hobbies, fishing, boating, sports and the company of kindred souls from all interesting walks of life.

LIVING COSTS:
Year around mild climate and the informal way of life peculiar to Bradenton affords considerable savings in heating, clothing, entertainment, and many other costs that abound in northern metropolitan living. Homes are lower in price here than in northern climates and there are many other "dividends" for Florida and Bradenton residents.

TAXES:
There are many taxation advantages to living in Florida. Florida's state constitution prohibits a state income tax, and there are no inheritance taxes and no separate estate taxes except those deductible from Federal Estate tax.

HOMES:
Contemporary Bradenton homes are largely influenced by tropical modern architecture. Easy to care for and informal in their planning, interesting innovations such as terrazzo floors, tile window sills, jalousie type windows and extremely large outdoor screened living spaces are the hallmark of the Florida home which is planned for easy housekeeping and informal living.

Lush, luxuriant tropical plantings form an integral part of the inside-outside nature of these homes and their beautiful grounds, and provide an interesting hobby for gardening fans in this land where many varieties of tropical plants and extended growing seasons make gardening a fascinating hobby.

Looking north over the fabulous keys west of Bradenton from New Pass, to Bradenton Beach and the Cortez Bridge, Holmes Beach, Anna Maria Island and the Anna Maria Beach. These unique white sand beaches, among some of the finest in the world, were originally sandbars.

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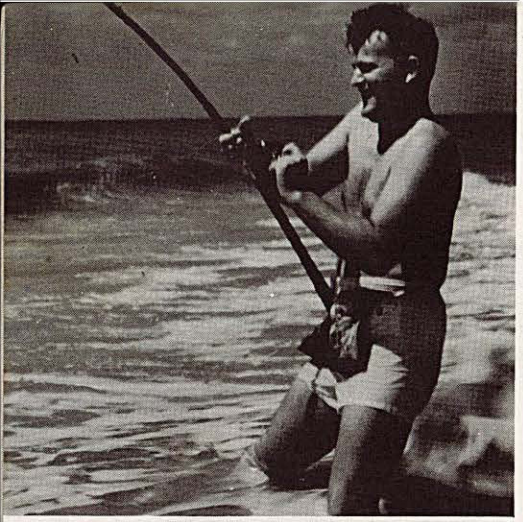

It's always "fishing time" in Bradenton — a year around fisherman's and boatman's paradise.

—Steinmetz Photo

Please mention "Visitors Guide"

CHURCHES

CHRIST EPISCOPAL CHURCH — 4030 Manatee Ave. W., 7:30 Holy Communion, 9:15, family service; 11:00, Morning prayer.

EVANGELICAL UNITED BRETHREN CHURCH — 1415 Ninth Avenue West, Rev. Troy R. Brady, 9 and 11 a.m. and 7:30 p.m.

FIRST BAPTIST CHURCH — Oneco, at Banks and Magnolia W. Arnold Shower, Pastor, 11:00 A.M. and 7:30 P.M.

FIRST METHODIST CHURCH — 603 11th St. W., Rev. Fred L. Martin, Minister, 8:30 and 11:00 A.M., 7:30 P.M.

FIRST PRESBYTERIAN CHURCH — 1402 Manatee Avenue West, Rev. Alfred Bixler, 9 and 11 a.m.

LUTHERAN CHURCH — 1803 13th Street, West, 8:45 and 11 a.m.

SEVENTH DAY ADVENTIST — 2106 17th Avenue West, Rev. W. E. Dott, 11 a.m.

ST. JOSEPH'S CATHOLIC CHURCH — 1515 12th Avenue West, 6:30 a.m., 7:30 a.m., 8:45, 10 - 11 - 12

TRINITY METHODIST CHURCH — 3200 Manatee Avenue West, Rev. A. A. Hedberg, 8:45 and 11 a.m. and 7:30 p.m.

WESTMINSTER PRESBYTERIAN CHURCH — 30th St. W. at 19th Ave. Rev. Phillip K. Foster, Pastor. 11:00 A.M.

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SIGHTSEEING

(Continued from page 5)

Myakka River State Park, is located southeast of Bradenton on State Road 70 a few hours drive. Here, deer and 200 varieties of wildlife wander unconfined. Cabins, picnic grounds and excellent year-round fishing.

Fishing and boating in the Bradenton area is among the finest in the world. The large variety of fish found consistently year around and the longest shoreline of any county in Florida make this an ideal haven for fishing and boating enthusiasts. (See Fishing Column page 7).

For deep sea fishing, don't overlook the "Admiral", large party boat going out after the "big ones" daily, which ties up at the east end of Cortez Bridge (Cortez Road bridge connecting keys and mainland) South of Bradenton).

Extensive programs for tourists, visitors and residents are presented almost every night by Bradenton Tourist Club and the Bradenton Trailer Park. (See schedule page 15).

Interesting sidelights: Giant East Indian Banyan tree, whose 15 trunks are rooted in the 1600 block of 3rd Ave. East is an often photographed sight . . . Famous Florida Indian mound and burial ground in a 10 acre monument, the Madeira Bickel Mound is just west of Rubonia (6 miles N. on US 41) . . . 40 human scalps sewn into a shirt is just one of the interesting exhibits on Indian and Florida lore at the South Florida Museum, City Pier . . . Many outstanding art exhibits are always on display at the Manatee County Art League Gallery at Waterfront Park. Open 9 to 5 weekdays, 2 to 5 Sunday.

Thousands of acres of blooming gladiolas is a beautiful sight that you'll often see about this time of year, Manatee County is one of the leading producers.

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CAMERA ANGLES

Interesting hints:

Some wonderful closeups of interesting Circus action — movies or stills — can be made from the open air center arena at the Circus Hall of Fame, 8 miles S. on US 41, where you can move right in for closeups.

Wherever you stay or visit, you can usually get the manager or attendant to take some pictures of your party, so that you can gte in many pictures as well.

Other Camera Musts:

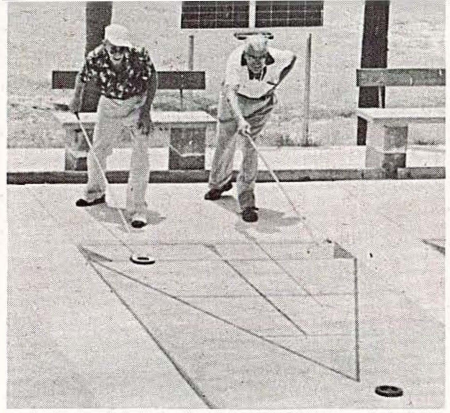
The River Queen, full of color and atmosphere of days by-gone; Gamble Mansion, Horn's Cars of Yesterday and Braden Castle.

Movies:

Some very unusual studies of birds in flight have been made from the Green Bridge, where, if the wind is right, birds often hover right over your camera, making in-flight sequences easy—even without a telephoto. (Bread crumbs help!) If you're driving, some interesting scenic movies have been done from a moving car, framing the changing road and scene ahead through the front windshield.

Worst vacation photo mistakes:

Getting too far away from subject. Try moving right in and getting head and and shoulders of people instead of full figure. Put people in the foreground of your scenic shots.



An especially fine program of recreation among Bradenton's retired settlers and transient visitors make this an unusually friendly community.

Bradenton

WEEKLY ACTIVITY

Schedule

MONDAY: Program of interesting films, acts and presentations every Monday, Bradenton Tourist Club, 9th Ave. W. and 16th St., 7:30 P.M. Instructions in square dancing each Monday, 10 A.M., Bradenton Trailer Park, 14th Ave., West.

TUESDAY: Card Club every Tuesday, 7 P.M., Bridge, Canasta, Pinochle. Bradenton Tourist Club, 9th Ave. W. and 16th St. Round dance each Tuesday, 8:30 - 11 P.M., Bradenton Trailer Park, 14th St., West.

WEDNESDAY: Program of interesting films, acts or appearances every Wednesday, 7:30 P.M., Bradenton Tourist Club, 9th Ave. W. & 16th St.

THURSDAY: Dance every Thursday, 8 P.M., Marie Bowden and her 5 piece orchestra. Bradenton Tourist Club, 9th Ave. W. & 16th St.

SATURDAY: Card Club every Saturday night, 7 P.M. Bridge, Canasta, 500, Pinochle. Bradenton Tourist Club, 9th Ave. W. & 16th St. Square and Round dancing Saturdays, 8:00 P.M., Bradenton Trailer Park, 14th Ave. W.

Bradenton

"The Friendly City"

Population: 20,500; Winter population: approximately double. Mayor: A Sterling Hall. Chamber of Commerce Exec. V. P.: R. Irving Blanchard Jr.

For tourist in formation call the Chamber of Commerce, Memorial Pier, 4-3411.

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